

Professional and Management Training

CDM Specialist - Certificate Application Process

We are pleased to announce the newly created CDM Specialist Certificate Program. The MEARIE Group's training certificates are highly regarded in the electrical industry.

IndEco Strategic Consulting (IndEco), has developed and will deliver the course content for this program. With 15 years experience in CDM, IndEco has helped more than 25 LDCs to develop plans and budgets for CDM programming, has designed and delivered residential and business CDM programs on behalf of more than 15 LDCs, is an approved CDM program evaluator for the OPA, and has assisted LDCs in regulatory matters related to LRAM and SSM.

This program will be of interest to CDM staff at all levels of the organization, or those interested in pursuing a career in CDM in the energy sector.

Participants can register for one or more of the course offerings, those that successfully complete all seven CDM based training courses will be eligible for a MEARIE **CDM Specialist Certificate**.

1. Introduction to CDM for CSRs
2. Introduction to the OEB and Utility Regulation
3. Introduction to the Principles of CDM for CDM Professionals
4. CDM Economics
5. CDM Programming
6. Marketing CDM Programs
7. Monitoring, Tracking and Evaluating CDM Programs

Applying for Certificate:

Upon successful completion of all seven courses, contact Winnie Chan, Senior Conference & Training Coordinator who will arrange to have a certificate mailed to you.



CDM Series 6 – Marketing CDM Programs

For registration and other course information contact Winnie Chan, Senior Conference & Training Coordinator of The MEARIE Group, at 905-265-5332, email wchan@mearie.ca

Course Development & Delivery by: INDECO



Course Summary & Objective:

This one-day course is specific to the marketing and promotion of CDM programs. This course will give participants the tools they need to successfully market and promote a CDM program in their LDC's region/territory.

Course outline:

- Developing a marketing plan/strategy
- Developing effective marketing materials
- Modes of distribution
- Community based social marketing
- Strategic partnerships
- Hiring vendors and contractors
- Budgeting for marketing
- Tracking of materials
- Evaluation of the marketing strategy

Who should attend?

This course will be of benefit and interest to Chief Executive Officers, Presidents, Chief Financial Officers, Regulatory Managers, and CDM Managers.

Date(s):	March 25, June 24, October 21	Cost:	\$695.00 + GST
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Course Length:	1 day	Location:	MEARIE offices
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Accommodation	Accommodation (see pg. 6) is the responsibility of employer. Lunch will be provided by The MEARIE Group.
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